
Advertising Postcards

A Few Singles from My Collection

Bob Szymanski (LM-145)

Over the past year, I have displayed in the *Bulletin* perfinned advertising picture postcards from Barber Asphalt Paving, Johnson Service Company, Carter White Lead Paint, Holland American Lines and Longman & Martinez Paint Makers from my perfinned cover collection. Since I possess multiple copies of these, it was fun to put them together to see what kind of story they could tell. I really want to thank all of the members who took the time to search their collections and come up with additional items of interest, which I also reported in subsequent

Bulletin issues.

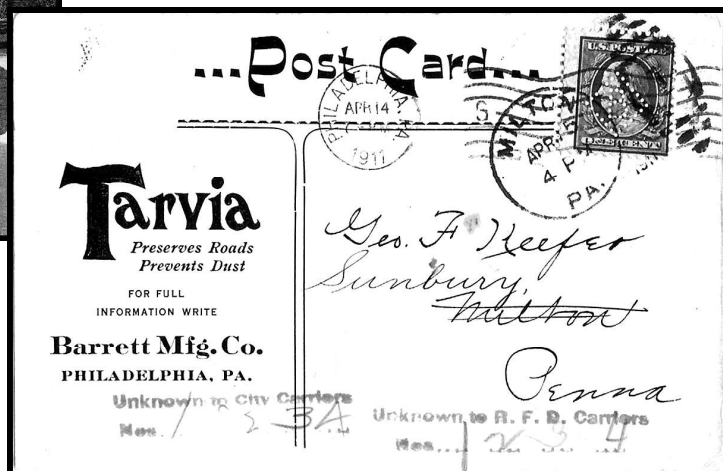
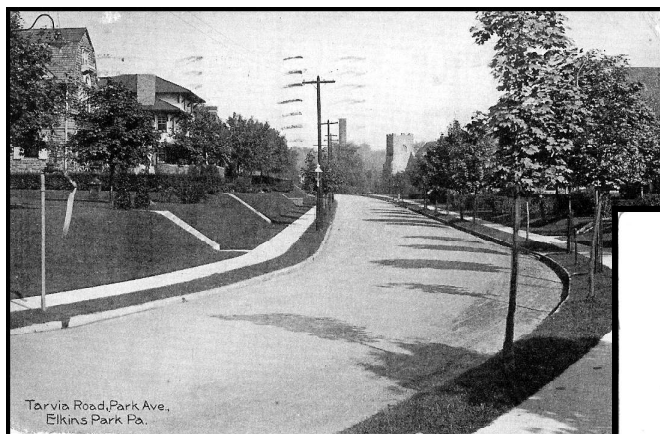
Now, I have come to the end of this project, but I have put together the postcards that have not been to this point as I have only a single copy. They are presented in the hopes that you will either find additional copies in your collection or find other perfinned advertising picture postcards that you can share through the *Bulletin*. At least in this way everyone will be aware of the various companies which used this method of advertising.

Barrett Manufacturing Company

On a postcard showing a "Tarvia Road" (a Latin derivative of "via" "by way of" and TAR) Park Ave in Elkins Park, PA on the obverse and "TARVIA Preserves Roads - Prevents Dust" on the reverse; we have another example of a company in the road business - undoubtedly a great business to be in when no real roads existed for the use of the new automobiles!

The Barrett Company is well represented in the US Perfin Catalog - check B-6 through B-12.9. A

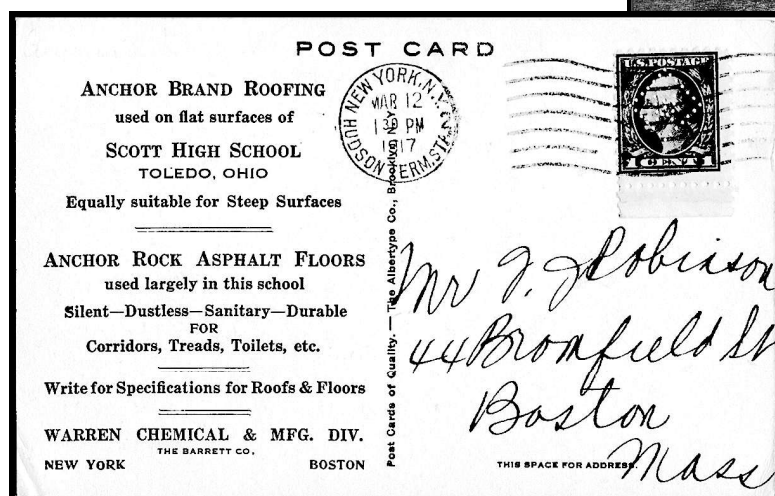
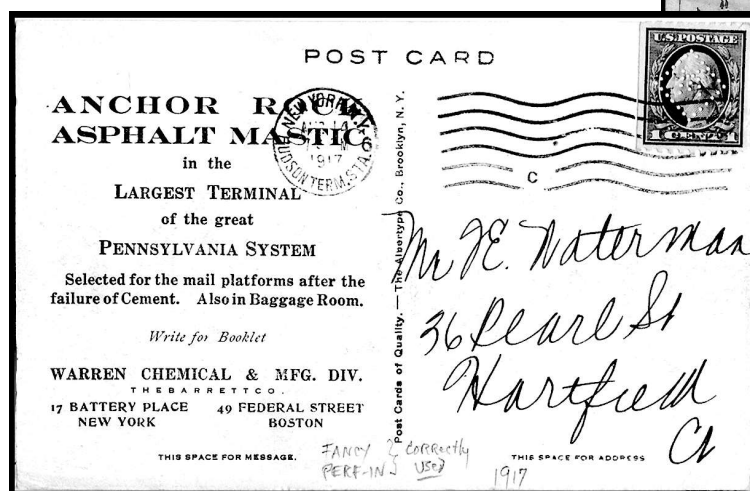
previous perfin collector had this postcard identified as B-6 and, therefore, I checked the usage dates and noted that this 1908 issued "one cent" Franklin (postmarked April 14, 1911) was an earlier date than the 1914 listed in the catalog. But upon a closer inspection of the pattern, I discovered that the perfectly punched perfin was actually a B-13! This is a B+ rated on cover and a new identification for the US Perfin Catalog!!! This may have been the first perforator used by Barrett in Philadelphia followed by B-6, as the dates of usage do not seem to overlap.



Warren Chemical and Manufacturing Company

Two different copies of advertising cards are shown for the Warren Company. The perfin is a W-13 (B rated) and the advertising card promotes the use of asphalt not for roads but for floors and roofing. The dates are March 12 and August 14, 1917. I only

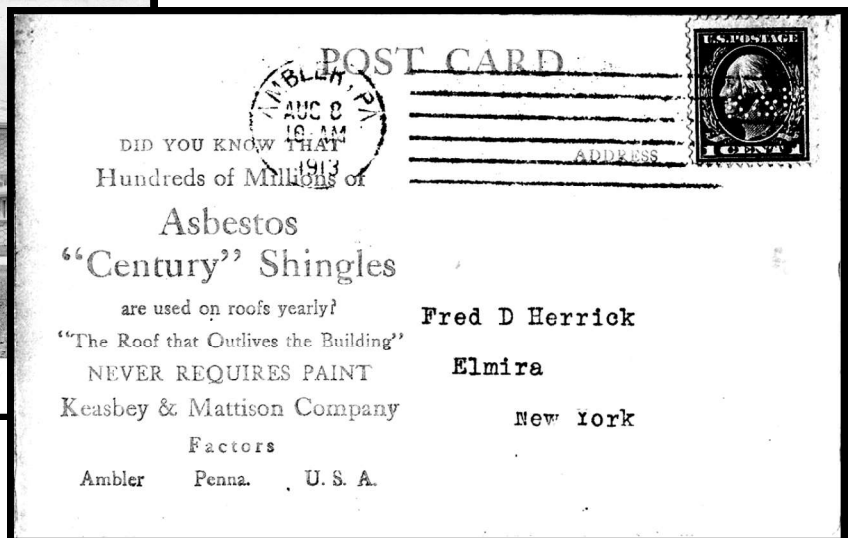
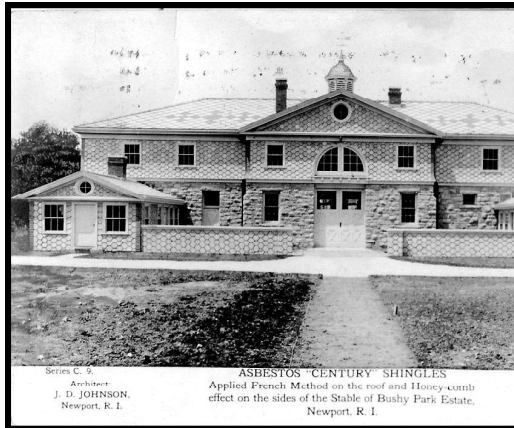
wish the Pennsylvania Railroad Terminal in New York had been printed in color as the building was the largest ever built with Milford (MA) pink granite. (Note - I live in Milford, MA!)



Keasby & Mattison Company

This K-72 (E rated) postcard shows yet another company in the roofing (and siding) business. The obverse shows the stable of an estate in Newport, RI. On my next trip down to Newport, I will try to check

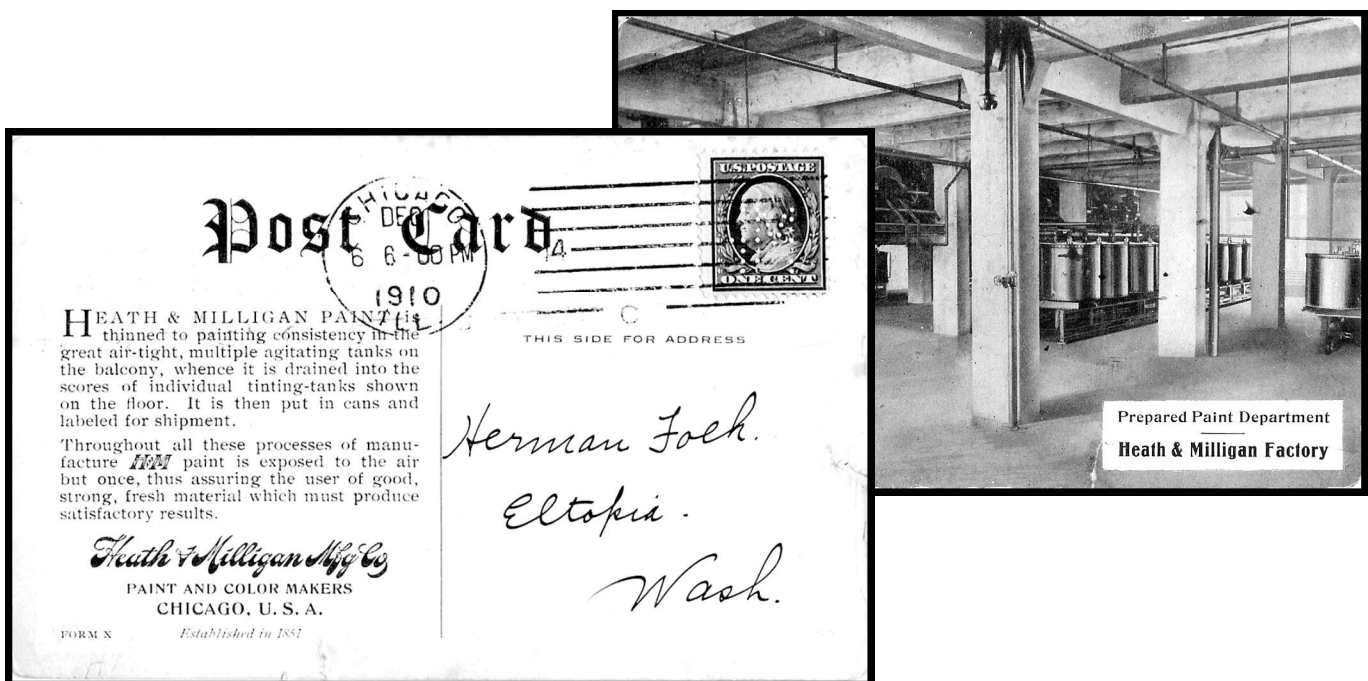
whether the advertising claim "The Roof that Outlives the Building" is really true! The postmark dates the use to August 8, 1913.



Heath & Milligan Mfg. Co.

The H-113 (B rated) perfin on postcard, postmark dated 12-6-10, shows another paint manufacturer. However, this company chose not to show any

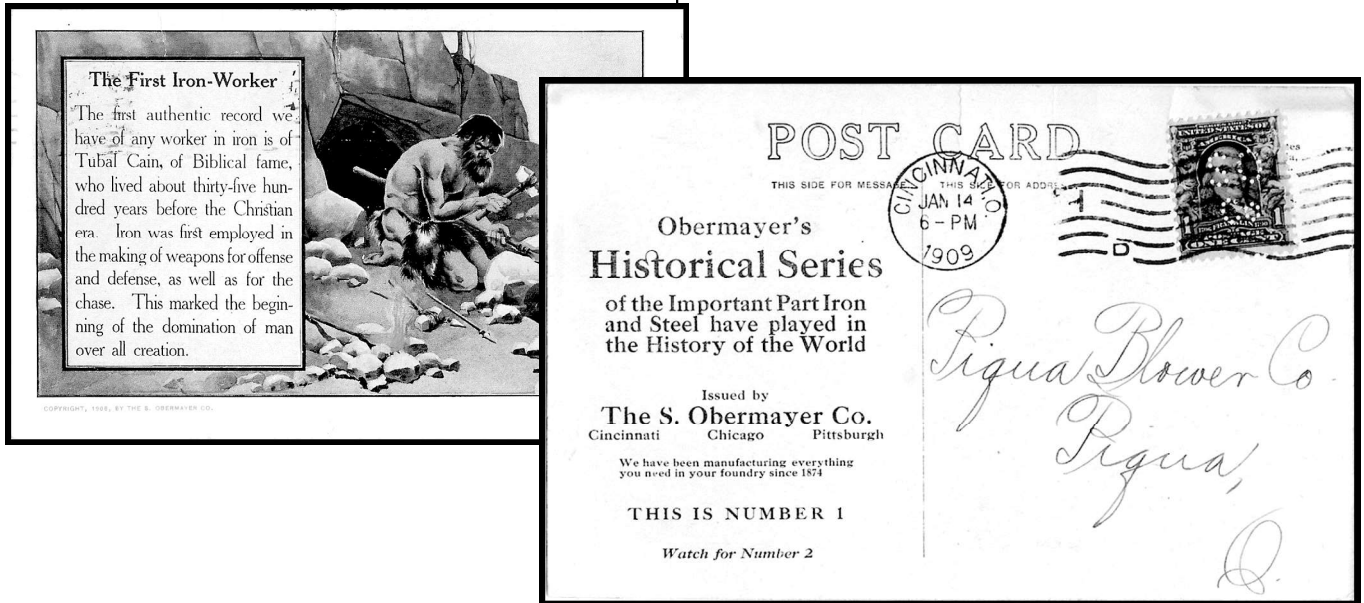
customer locations that may have used their product but rather their manufacturing plant which, I might note, looks suspiciously empty!



S. Obermeyer Co.

This card shows one of the few 1902 issues, and is dated Jan 14, 1909. This pattern S-198 (C rated) shows one of the most understated advertising promotions I have ever seen. See if you agree. This

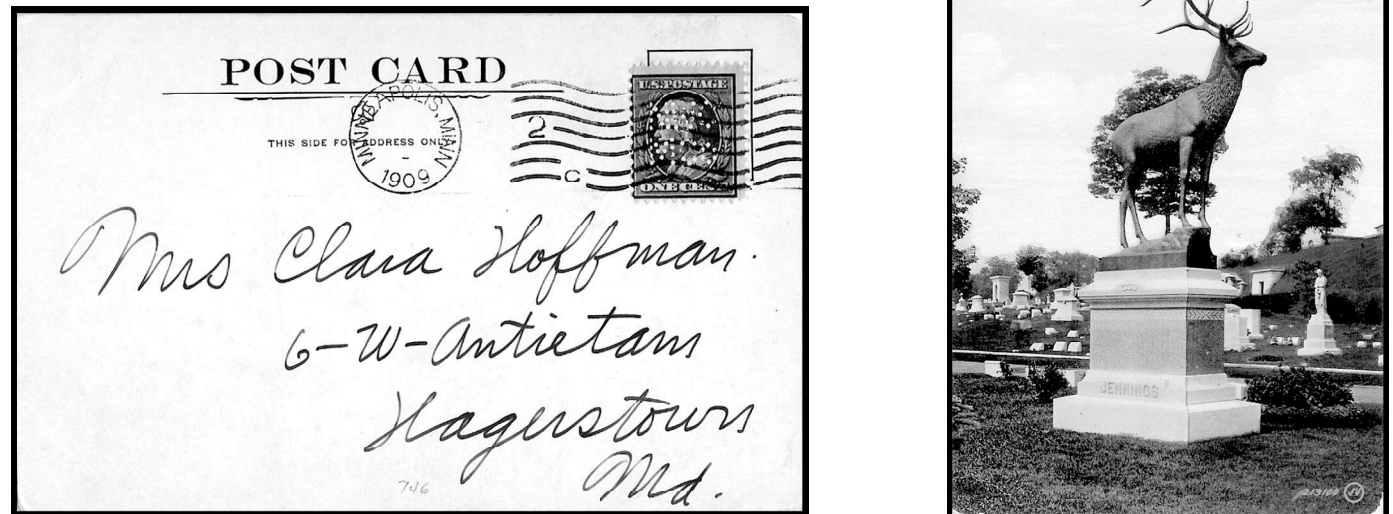
card is listed as Number 1 and mentions to "Watch for Number 2". Does that mean Number 2 or any other additional numbers were produced? I'd love to know!



W. H. Mullins Co.

At first glance, I thought this was a Hartford Insurance card, but I was wrong. This pattern M83 (E rated) and card is from the W.H. Mullins Co. Dated March 7, 1913, certainly well within the dates of this perfin usage, this testimonial advertising card uses a customer's letter to help advertise their "Ateliers" (French for "workshop"). As the picture shows what appears to be a cemetery and the

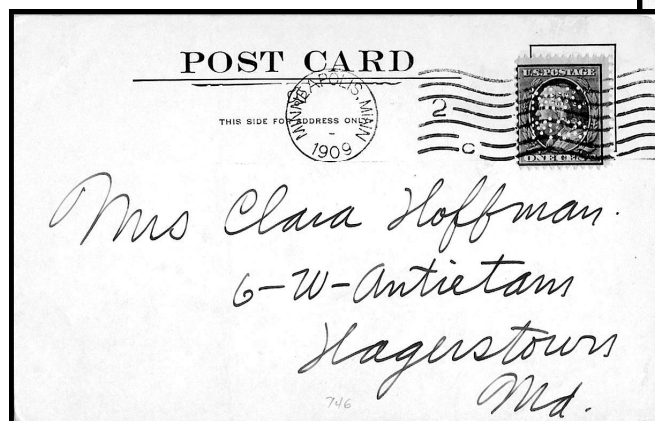
customer's last name is the same as the one engraved on the monument, I can only surmise that the Jennings writing was not the Jennings using the product!



Northwestern Consolidated Milling Co.

Perfin N171 (B rated) is used on card #3 - so others may well exist in your collection. The message is novel. Our flour is more expensive to buy but you can make more bread with it, therefore it is really more economical to use. I'm not certain how that works with flour but maybe a member who does a lot of baking can explain this one! This is a beautiful colored picture postcard showing a little boy slicing

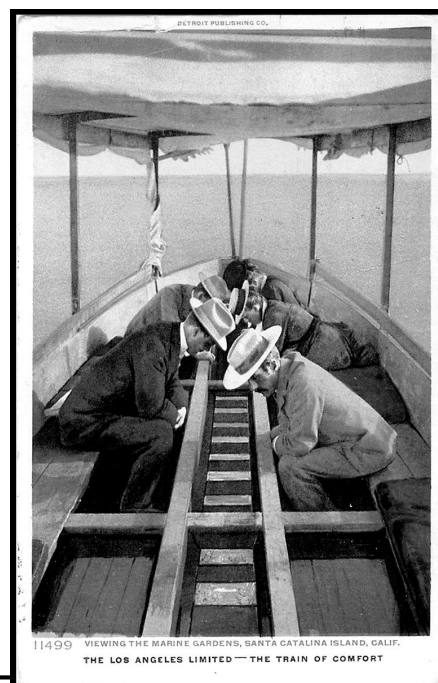
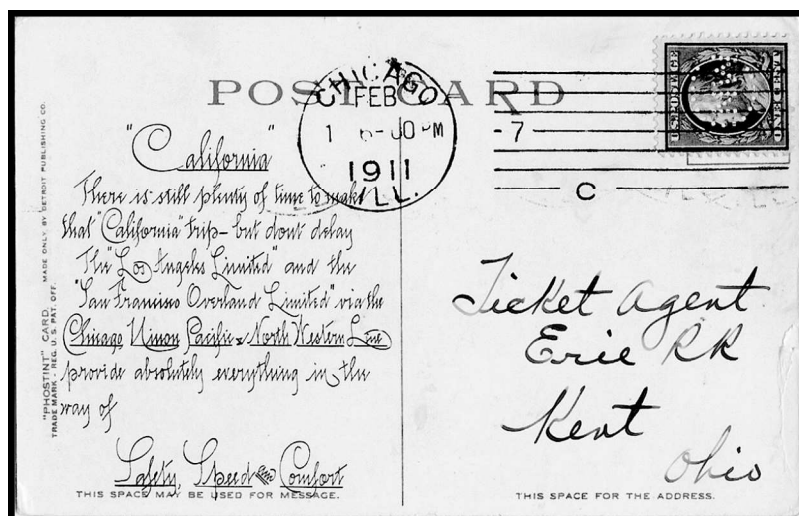
bread. I cringed when I first looked at him as this lefty appears ready to slice into his right hand. This picture is the only one I have ever seen of someone slicing bread in this manner - into their chest. As a young lad, this was exactly how my dad always sliced bread and I cringed every time hoping that he wouldn't slice his chest. He never did!



Chicago & North Western Railway Company

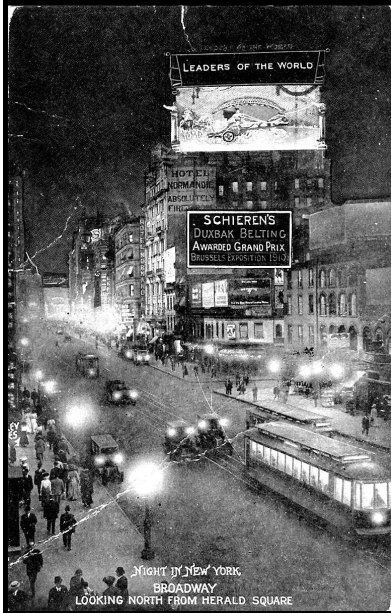
A common C-235 (F rated) perfin showing what you might see in California after riding the "Chicago, Union Pacific & North Western Line" in "Safety, Speed and Comfort". The Feb 1, 1911 postmarked card shows another perfin user advertising vacation trips not by sea, although the picture might indicate otherwise, but by rail. Maybe one of our railroad perfin collectors can tell us if the Union Pacific was part of this line at this time and the user

identification needs changing in the US Perfin Catalog or if, as I believe, the CNW was a line connecting into the UP and used for the trip to California.

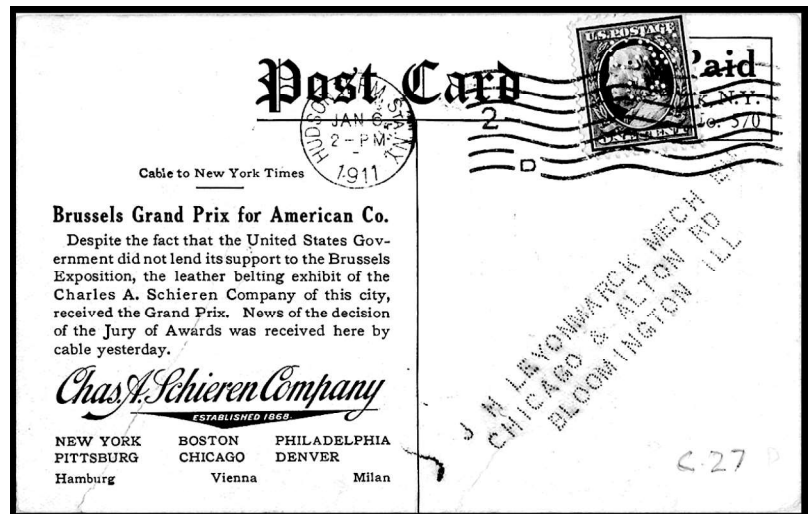


Chas. A. Schieren Company

Not a product we think much about these days, leather belting was an important product in the later part of the 19th and first half of the 20th century. And if you are going to advertise, what better way than to win an international award in Europe and advertise it in New York's Herald Square in neon lights; then have a postcard produced and distributed in other



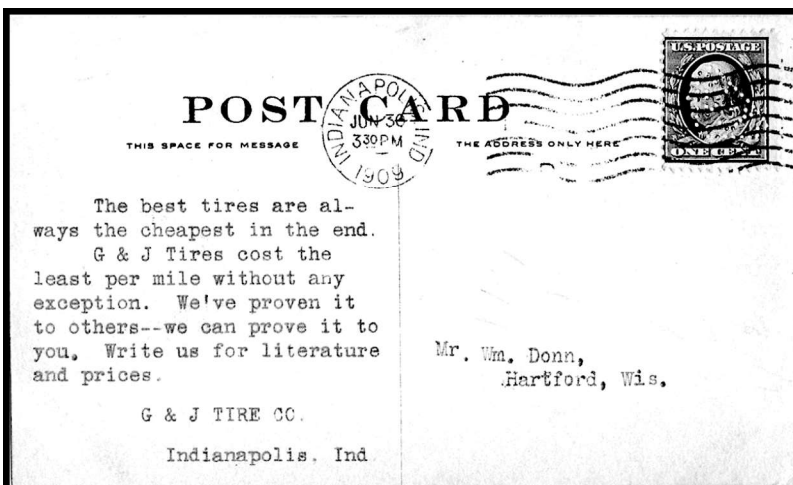
parts of the country the New York lights couldn't be seen! This C27 (C rated) perfin postmarked Jan 6, 1911 is striking as the sign parts of the picture side of the postcard are in color in stark contrast to the dark of a night time view. The addressee is notable also as the whole name and address are printed in small dots that makes it look like a perfinned name and address. This may not show up in the Bulletin picture but done in blue ink, it is striking and not something that I had seen previously.



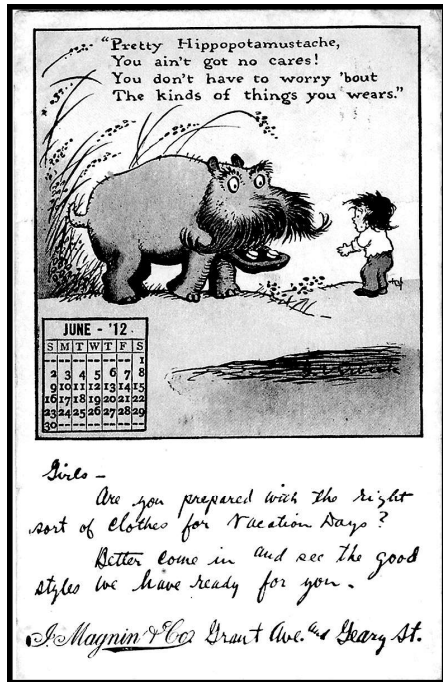
G & J Tire Co.

One of the most attractive perfin is the G-107 (E rated) of this company. The Jun 30, 1909 use is very early as the perforator was used into the Second World War. The picture is rather stunning as well - a pretty girl inside a tire, and "It's all in the tire". I wonder what is meant by that? "Quick detachable clincher" is written on the tire. I wonder if that refers to the tire? Lots of questions remain unanswered!!! I

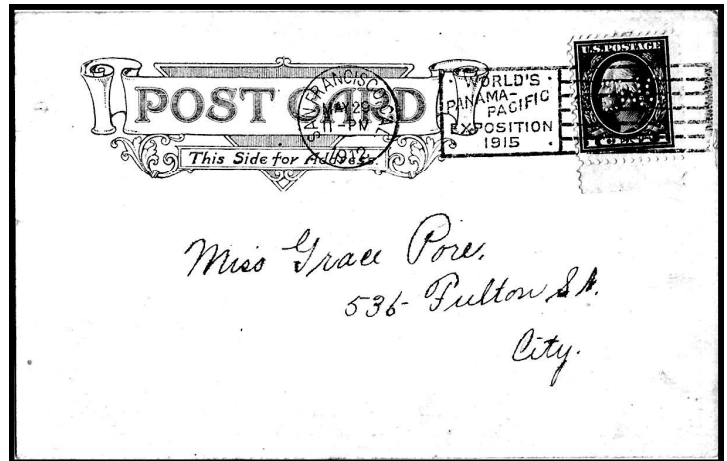
can only guess that there should be more of these cards out in someone's collection as I can't think of anyone who would throw out such an attractive card!



I. Magnin & Company



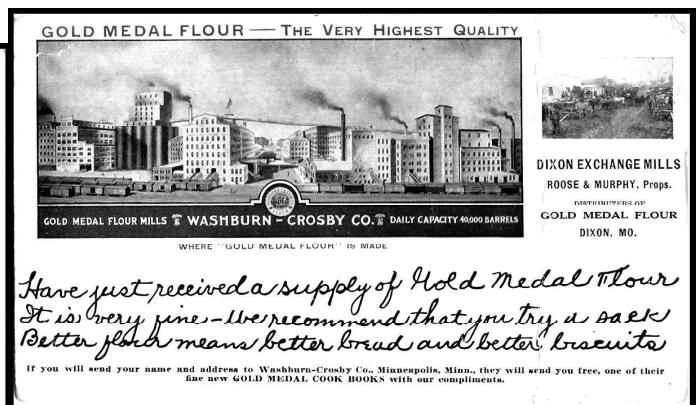
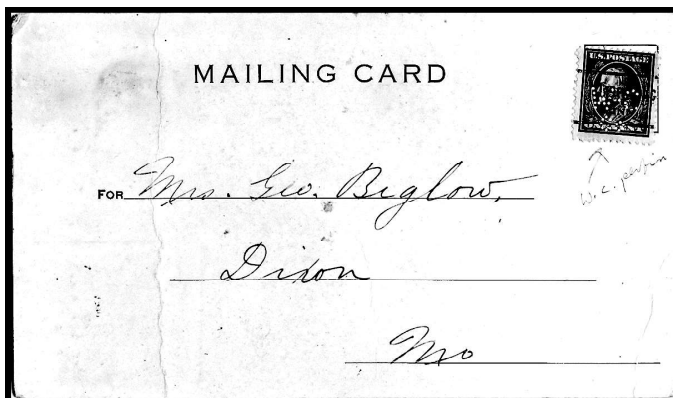
Perfin pattern I-50 (C+ rated) of May 29, 1912 timely advertises summer kids clothing to kids right before the start of vacation. Maybe all the companies that unabashedly advertise to kids on television got their ideas from what was previously done many years ago.



Washburn - Crosby Co.

Another flour advertisement is shown. I am a little confused on this one but maybe some member can help me out. The perfin W-46 (B+ rated) is that of the Washburn-Crosby Co. as listed in the US Perfin Catalog. The reverse also shows that this perfin is a "preper" from Minnesota and that is listed as the city of use. However, reading the obverse of the picture postcard it seems that this card may have actually been mailed by the Dixon Exchange Mills of Dixon, MO. The printed message gives the reader the

impression that it was handwritten and encourages the recipient to send away for a "free" GOLD MEDAL COOK BOOK. The addressee lives in Dixon, MO. It would seem that the manufacturer may have mailed the cards on behalf of the 'distributor' (that should correctly be spelled 'distributor'). Or, another possibility, could the manufacturer have sent his "prepers" to the distributor who, in turn, addressed and made a mailing to area individuals? HELP!



This ends the series on perfinned advertising picture postcards. I hope that you have had as much fun reading these articles as I have writing them. Comments and suggestions are always welcome! Please help our editor keep the Perfin Bulletin interesting and informative. I'm certain that he can help anyone who desires to write up anything of interest and I know that members will be very interested in reading whatever it might be.

Am I finished with all perfinned postcards? Oh, not even close! In the future, I will try to have other postcards tell the stories of Holiday Greetings cards, invoices, receipts, tracers, salesman's appointments and a host of other uses for the lowly and inexpensive postcard. If you have any information on any postcards, I would certainly like to know and see copies either by e-mail attachment or photocopies mailed to me. I won't be starting these articles for a few months.
